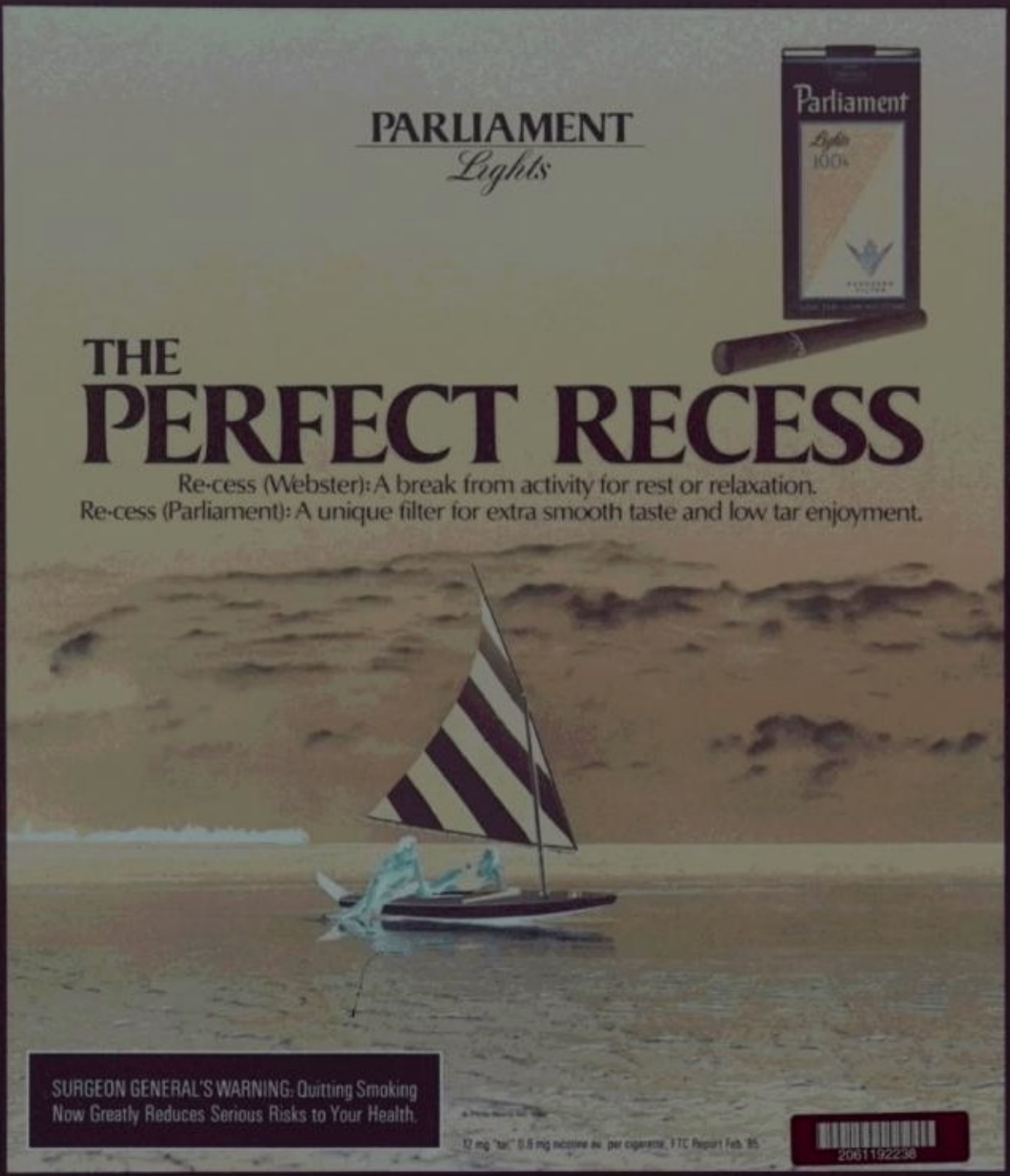
PARLIAMENT
Lights
Parliament
Lights
100's
THE
PERFECT RECESS
Re·cess (Webster): A break from activity for rest or relaxation.
Re·cess (Parliament): A unique filter for extra smooth taste and low tar enjoyment.
SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.
12 mg "tar" 0.8 mg nicotine av. per cigarette, FTC Report Feb. 86
2061192238

PHILIP MORRIS INC.
JOB NO.: PRL-P6-4338B
AD NO.: 2508
TITLE: Sunfish
SIZE: (9 3/4 x 11¼) P4/C Non-Bleed
PUBLICATIONS: Sunday Supplements
YEAR: 1986
THIS ADVERTISEMENT PREPARED BY
BACKER & SPIELVOGEL

WARNING EXHIBIT SIZE: 3
WARNING STATEMENT: B
TAR & NICOTINE SIZE: 10 pt.
COVER DATE: 7/13/86
QUARTER OF COVER DATE: Third

IMPORTANT NOTICE

This advertisement complies with the legal requirements for a Surgeon General's warning and "tar" and nicotine disclosure in cigarette advertising. The warning on the proof and reproduction material you receive is for insertion in publications with a cover date between the period

of July 1 through September 30, 1986

Check proofs and reproduction material you receive to be certain they match each other. Under no circumstances are you to run substitute materials, alter or omit any copy without prior written approval from Backer & Spielvogel.

THIS REPRODUCTION MATERIAL IS NOT TO BE USED FOR ANY DATE(S) OTHER THAN THAT SHOWN ON THE INSERTION ORDER.

This advertisement with the Surgeon General's warning shown on this material cannot legally appear in publications with a cover date after Sept. 30, 1986. You must destroy this material to avoid its improper use after that date.

Source: https://www.industrydocuments.ucsf.edu/docs/yrfn0003